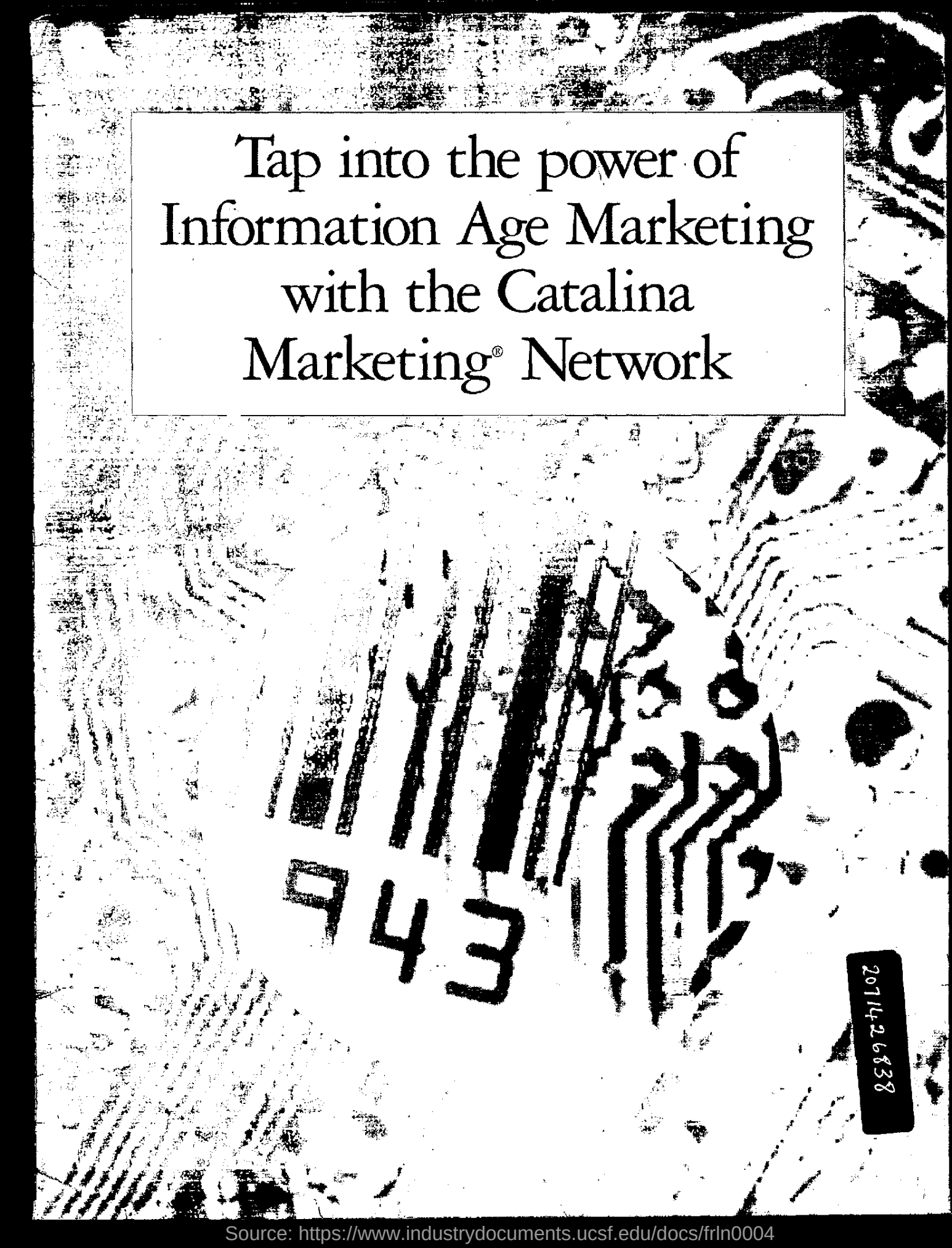
Tap into the power of Information Age Marketing with the Catalina Marketing® Network



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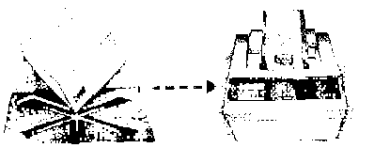
Distribution Cycles



1997 Cycles

Cycle	Distribution Period	Close Date	Cycle	Distribution Period	Close Date
97-01	12/30/96 - 01/26/97	10/11/96	97-08	07/14/97 - 08/10/97	04/25/97
97-02	01/27/97 - 02/23/97	11/08/96	97-09	08/11/97 - 09/07/97	05/23/97
97-03	02/24/97 - 03/23/97	12/06/96	97-10	09/08/97 - 10/05/97	06/20/97
97-04	03/24/97 - 04/20/97	01/03/97	97-11	10/06/97 - 11/02/97	07/18/97
97-05	04/21/97 - 05/18/97	01/31/97	97-12	11/03/97 - 11/30/97	08/15/97
97-06	05/19/97 - 06/15/97	02/28/97	97-13	12/01/97 - 12/28/97	09/12/97
97-07	06/16/97 - 07/13/97	03/28/97			

1998 Cycles

Cycle	Distribution Period	Close Date	Cycle	Distribution Period	Close Date
98-01	12/29/97 - 01/25/98	10/10/97	98-08	07/13/98 - 08/09/98	04/24/98
98-02	01/26/98 - 02/22/98	11/07/97	98-09	08/10/98 - 09/06/98	05/22/98
98-03	02/23/98 - 03/22/98	12/05/97	98-10	09/07/98 - 10/04/98	06/19/98
98-04	03/23/98 - 04/19/98	01/02/98	98-11	10/05/98 - 11/01/98	07/17/98
98-05	04/20/98 - 05/17/98	01/30/98	98-12	11/02/98 - 11/29/98	08/14/98
98-06	05/18/98 - 06/14/98	02/27/98	98-13	11/30/98 - 12/27/98	09/11/98
98-07	06/15/98 - 07/12/98	03/27/98			

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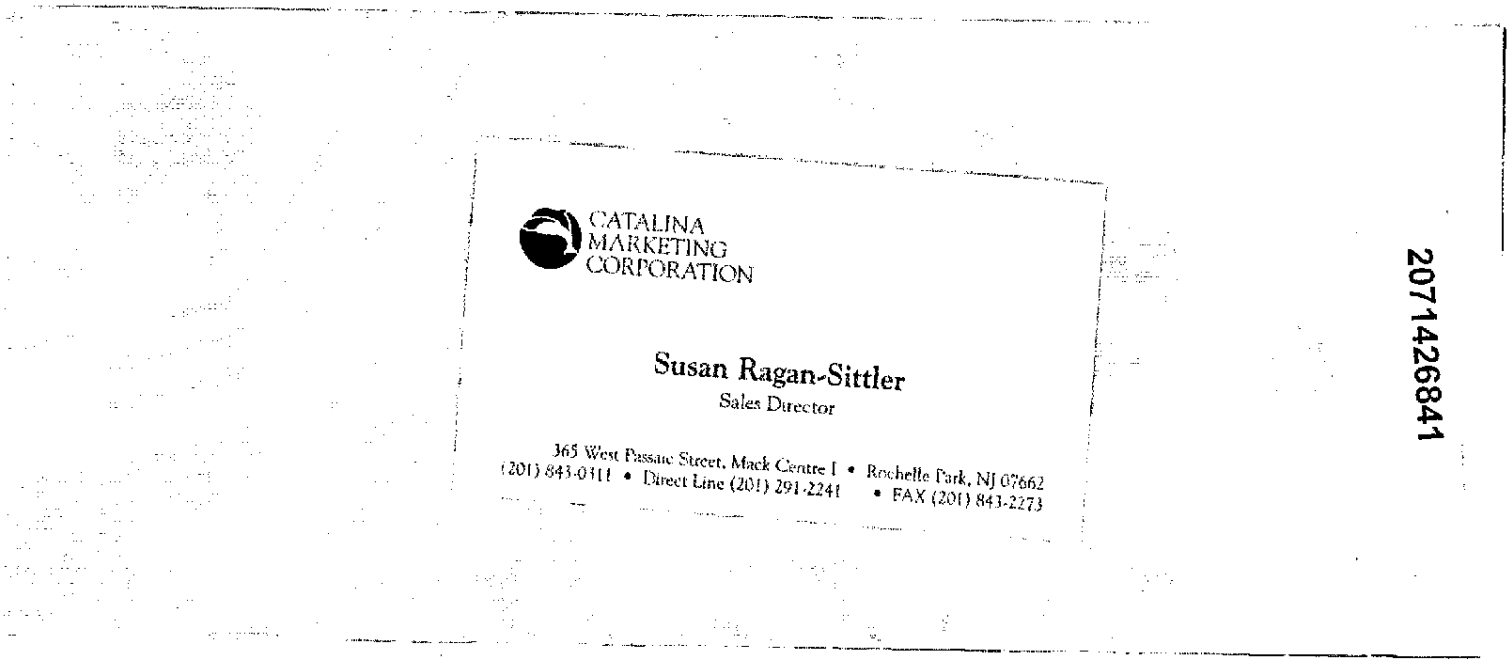

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Philip Morris
"Rules of the Game"

Deadlines

Cycle		Distribution Period		Close Date
Cycle 97:12	⇒	11/03/97 - 11/30/97	⇒	8/15/97
Cycle 97:13	⇒	12/01/97 - 12/28/97	⇒	9/12/97
Cycle 98:01	⇒	12/29/97 - 1/25/98	⇒	10/10/97

Program Information

On or before the above Close Dates, Philip Morris contact(s) will provide Catalina Marketing with the following information:

1. Signed program estimate
2. Philip Morris primary contact, phone number and address (for each program/ brand)
3. Redemption Center address
4. Deal Number/OCR Codes
5. Family Code
6. Expiration Dates
7. Coupon Graphic or Ad Slick
8. Coupon Verbiage (coupon wording)
8. Special requests for analysis
9. Trigger class breakouts (discuss with sales director, this will affect results reporting)
10. Information about other promotions running during the same time period (see Continuity coupon section)

11. T&N

We will provide you with easy-to-use forms to furnish the above information.

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Important Information To Consider

1. If program information is received after the close dates your program may not start on time.
2. Ensure the offer and verbiage is "user-friendly". Do not use abbreviations or wording that may be unclear to the consumer.
3. You will have an opportunity to review "coupon samples" prior to the cycle starting (client package). If there are discrepancies on the client package (versus the information provided by PM) contact the sales director (Susan Ragan Sittler) or client service contact (Fred DuBois) by the date listed on your review copy.
4. Any special requests for analysis need to be agreed to up front (at the time of the close date).
5. Understand some chains will not allow tobacco related promotions (due to retailer policy or regional legal restrictions).
6. Philip Morris will be responsible for any Robinson-Patman issues.
7. Distribution numbers will be reviewed weekly by the sales director and client service contact. If there are budget constraints, programs can be "turned off" early. We can only do this once a week and the change does not take place immediately. The sales director can provide a more detailed explanation.
8. You will receive written confirmation of changes made to your program.
9. We will provide program results after the coupons have expired. We can not provide chain level data.

"Special Coupon" Notes

Main/Alt Coupons

Main Alt coupons are used to value test. No more than two values can be assigned. Both coupons have the same set of triggers (upc's that trigger a coupon to print).

Continuities

Continuity coupons are issued upon redemption of a coupon with a selected value. The continuity "reads" the value, manufacturer ID and family code.

The risk: If you use another vehicle (other than Catalina) to distribute coupons, and they have the same value and family code, continuities can be triggered by those coupons as well.

Recommendation: Give the "primary coupon" value careful consideration to limit continuity distribution. (Avoid redemption of "*non-Catalina*" coupons").

Share objectives for continuity coupons with Susan so we can design the program accordingly.

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CATALINA AVERAGE MARKET COST
OPB VS DORAL PACKS
BUY 2/GET 1 OFFER

Market	Store Ct	Sum of Est-Red%	Dist Cost*	Red Cost**	Ttl Cost	Ttl Cost/ Store
Alabama	323	4.0%	$7,097	$1,259	$7,962	$25
Alaska	11	4.0%	$260	$63	$323	$29
Baltimore/Washington	294	4.0%	$2,241	$1,172	$3,413	$12
Chicago	369	4.0%	$1,138	$967	$2,105	$6
Florida	636	4.0%	$17,254	$9,916	$26,212	$41
Georgia	355	4.0%	$6,153	$1,578	$7,390	$21
Hawaii	17	4.0%	$189	$44	$222	$13
Houston	170	4.0%	$3,319	$1,841	$4,976	$29
Louisiana	150	4.0%	$4,925	$4,383	$9,035	$60
Super K-Mart	96	4.0%	$3,550	$4,193	$7,743	$81
Michigan	258	4.0%	$2,978	$3,935	$6,913	$27
Minneapolis	37	4.0%	$475	$146	$621	$17
New England	202	4.0%	$675	$1,237	$1,912	$9
Northern California	332	4.0%	$913	$130	$992	$3
NY Metro/Phil	721	4.0%	$854	$638	$1,493	$2
Raleigh	265	4.0%	$8,378	$2,474	$10,852	$41
Southern California	273	4.0%	$988	$86	$1,019	$4
Upstate New York	186	4.0%	$5,869	$5,223	$11,092	$60
Wisconsin	56	4.0%	$1,414	$1,640	$3,054	$55
		TOTAL	**$68,668**	**$40,926**	**$107,326**	

* Distribution Cost @ $.09/coupon printed

** Redemption Cost @ coupon value + $.10 handling/coupon redeemed

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Source: https://www.industrydocuments.ucsf.edu/docs/frln0004

CATALINA AVERAGE MARKET COSTS
OPB VS DORAL
$4.00 CARTON OFFER

Market	Store Ct	Sum of Est-Red%	Dist Cost*	Red Cost**	Ttl Cost	Ttl Cost/ Store
Alabama	323	6.0%	$1,376	$859	$2,235	$7
Alaska	11	6.0%	$35	$63	$98	$9
Baltimore/Washington	512	6.0%	$1,227	$1,879	$3,106	$6
Chicago	387	6.0%	$273	$426	$700	$2
Florida	636	6.0%	$3,099	$5,100	$8,199	$13
Georgia	355	6.0%	$890	$1,156	$2,046	$6
Hawaii	17	6.0%	$17	$57	$73	$4
Houston	170	6.0%	$323	$209	$532	$3
Louisiana	150	6.0%	$505	$1,008	$1,513	$10
Super K-Mart	96	6.0%	$701	$728	$1,429	$15
Michigan	358	6.0%	$1,201	$3,895	$5,096	$14
Minneapolis	37	6.0%	$169	$122	$291	$8
New England	257	6.0%	$354	$812	$1,166	$5
Northern California	510	6.0%	$169	$250	$325	$1
NY Metro/Phil	1154	6.0%	$1,250	$3,279	$4,528	$4
Southern California	497	6.0%	$498	$710	$1,208	$2
Upstate New York	266	6.0%	$623	$974	$1,598	$6
Virginia	338	6.0%	$2,003	$4,170	$6,173	$18
Wisconsin	148	6.0%	$438	$677	$1,115	$8
		Total	**$15,150**	**$26,373**	**$41,429**	

* Distribution Cost @ $.09/coupon printed

** Redemption Cost @ coupon value + $.10 handling/coupon redeemed

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MARKET	BRAND
ALABAMA	BASIC
ALASKA	MERIT
ARIZONA	B & H
BALTIMORE/WASHINGTON	B & H
CHARLOTTE	CAMBRIDGE
CHICAGO	MERIT
COLORADO	CAMBRIDGE
DALLAS	CAMBRIDGE
FLORIDA	B & H
GEORGIA	BASIC
HAWAII	B & H
HOUSTON	B & H
INDIANA	BASIC
KANSAS	MERIT
KENTUCKY	CAMBRIDGE
LOUISIANA	B & H
MICHIGAN	MERIT
MINNEAPOLIS	MERIT
MONTANA	BASIC
NEBRASKA	CAMBRIDGE
NEW ENGLAND	MERIT
NEW MEXICO	CAMBRIDGE
NO CALIFORNIA	B & H
NY METRO/PHILADELPHIA	MERIT
OHIO	CAMBRIDGE
OKLAHOMA	MERIT
OREGON	CAMBRIDGE
PITTSBURGH	CAMBRIDGE
RALEIGH	BASIC
SAN ANTONIO	CAMBRIDGE
SCRANTON	B & H
SO CALIFORNIA	CAMBRIDGE
SO CAROLINA	CAMBRIDGE
SPRINGFIELD	CAMBRIDGE
ST. LOUIS	B & H
TENNESSEE	MERIT
UPSTATE NY	CAMBRIDGE
UTAH	MERIT
VIRGINIA	MERIT
WASHINGTON	MERIT
WISCONSIN	MERIT

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